Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently amended) A method of enhancing existing media content comprising:

a) generating and storing an enhancement registry for a media selection from said media content, said enhancement registry including at least one time data associated with a corresponding time point during the play of said media selection, at least one frame location data associated with a specific location on at least one frame of said media selection and at least one communicative link to additional materials, wherein each of said at least one communicative links is associated with a different time data and frame location data associated with said media selection;

b) associating a media storage medium containing said media selection with a corresponding media player;

c) associating said media selection with time markers related to the stages of said media selection and to at least one of said time data;

d) playing the media selection on said corresponding media player for delivery to a user;

e) receiving a user input and identifying the time of receipt;

f) identifying the time marker of said media selection that corresponds to the time of receipt of said user input and a location marker of said media selection that corresponds to said user input;

g) correlating said identified time marker with at least one of said time data and said identified location marker with at least one of said frame location data of said enhancement

registry to determine a communicative link associated with the at least one of said time data and the at least one of said frame location data; and

h) activating said determined communicative link associated with the at least one of said time data and said frame location data in response thereto, to deliver additional material related to a stage of said media selection to a user in accordance with the receipt of a user input.

2. (Previously presented) The method of claim 1 further comprising: generating and storing said enhancement registry including a plurality of said communicative links, each such link being associated with a different stage of said media selection and referenced to said different stage by said associated time data, and correlating said time data with said time markers with an activation assembly communicating with said enhancement registry.

3. (Previously presented) The method of claim 2 wherein at least one of said plurality of said communicative links, which is associated with a stage of said media selection referenced by said associated time data, is activated by said activation assembly in response to the correlation of said associated time data with a time marker corresponding to the time of receipt of said user input to deliver additional material related to said stage of said media selection to a user.

4-5. (Cancelled)

6. (Original) The method of claim 1 wherein activation of said communicative link further comprises retrieving said additional materials from a local storage medium.

7. (Original) The method of claim 1 wherein activation of said communicative link further comprises retrieving said additional materials from said media storage medium.

8. (Original) The method of claim 1 wherein activation of said communicative link further comprises retrieving said additional materials from a remote storage medium.

9. (Original) The method of claim 1 further comprising storing said enhancement registry for said media selection on a local storage medium.

10. (Original) The method of claim 1 further comprising storing said enhancement registry for said media selection on said media storage medium containing said media selection.

11. (Original) The method of claim 1 further comprising storing said enhancement registry for said media selection on a remote storage medium.

12. (Original) The method of claim 1 further comprising establishing a communicative link between said media player and a remote server.

13. (Currently amended) A media enhancement system comprising:

a) a media player structured to deliver a media selection to a user;

b) an enhancement registry associated with said media selection, said enhancement registry including at least one time data associated with a corresponding time point during play of said media selection, at least one frame location data associated with a specific location on at least one frame of said media selection and at least one communicative link to additional materials, wherein each of said at least one communicative links is associated with a different one of said time data and frame location data;

c) a user interface operatively associated with said media player and structured to receive a user input at least during delivery of said media selection by said media player, said user interface includes a location indicator structured to identify a location on at least a frame of said media selection, wherein said user interface further structured to generate a location marker corresponding to a position of said location indicator associated with a user input;

d) said media player structured to receive an indication from said user interface of the time of receipt of a user input to identify a time marker associated with said media selection that corresponds to the time of receipt of said user input; and

e) an activation assembly structured to access said enhancement registry, correlate the identified time marker with at least one of said time data and said identified location marker with at least one of said frame location data of said enhancement registry to identify one of said at least one communicative links associated with the at least one of said time data and said frame location data and to correspondingly activate said identified communicative link for delivery of said additional materials to the user in accordance with the receipt of a user input,

wherein said enhancement registry includes a different one of said communicative links in association with each of a plurality of said location markers for a particular one of said time markers.

14. (Original) The media enhancement system recited in claim 13 wherein said enhancement registry is separate from said media selection.

15. (Previously presented) The media enhancement system recited in claim 13 further comprising a communication assembly structured to establish a communicative link between said media player and a remote network including said enhancement registry.

16. (Previously presented) The media enhancement system recited in claim 13 further comprising a remote network and wherein said additional materials accessible utilizing said identified communicative link are accessible from said remote network.

17. (Previously presented) The media enhancement system recited in claim 13 wherein said enhancement registry is stored remotely from said media player.

18. (Original) The media enhancement system recited in claim 17 wherein said enhancement registry is communicated to said media player, said media player including said activation assembly.

19. (Previously presented) The media enhancement system recited in claim 17 wherein said media player communicates said time marker that corresponds to receipt of said user input to a remote server, said remote server including said activation assembly.

20. (Previously presented) The media enhancement system recited in claim 15 wherein said activation assembly is maintained by said media player.

21. (Previously presented) The media enhancement system recited in claim 19 wherein said identified communicative link is maintained on a media storage medium.

22. (Previously presented) The media enhancement system recited in claim 19 wherein said identified communicative link is maintained by said remote server.

23. (Previously presented) The media enhancement system recited in claim 19 wherein said identified communicative link includes a web address structured to be accessed by said media player so as to access said additional materials.

24. (Previously presented) The media enhancement system recited in claim 13 wherein said additional materials accessible utilizing said identified communicative link are structured to be selectively delivered as determined by the user.

25. (Previously presented) The media enhancement system recited in claim 13 wherein said additional materials accessible utilizing said identified communicative link are structured to be delivered in response to said user input.

26. (Previously presented) The media enhancement system recited in claim 13 wherein said enhancement registry corresponding to said media selection is structured to be communicated to said media player and at least temporarily stored by said media player.

27-34. (Cancelled)

35. (Original) The media enhancement system recited in claim 13 including a plurality of said communicative links.

36. (Original) The media enhancement system recited in claim 13 wherein said activation assembly is structured to store a plurality of said communicative links for selective delivery of said additional materials to said user.

37. (Original) The media enhancement system recited in claim 13 wherein said additional materials are delivered to said user via said media player.

38. (Original) The media enhancement system recited in claim 13 wherein said activation assembly is independent from said media player.

39. (Original) The media enhancement system recited in claim 38 wherein said activation assembly includes a communicative link to a remote network.

40. (Original) The media enhancement system recited in claim 13 wherein said additional materials include informational material.

41. (Original) The media enhancement system recited in claim 13 wherein said additional materials include e-commerce materials.

42. (Original) The media enhancement system recited in claim 41 wherein said e-commerce materials are structured to facilitate a remote purchase.